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review

U. S. Department
of Agriculture
Spring 1979

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EXTENSION review

U.S. Department
of Agriculture
Vol. 50 • No. 2
Spring 1979

BOB BERGLAND
Secretary of Agriculture

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Administration

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Education at the Supermarket

"Point-of-purchase teaching" has become a familiar phrase, heard everywhere from congressional hearings to meetings of consumer action groups. It's more than just a phrase, used to describe the process of making vital information available at the places where consumers shop.

Many State Extension staff are working in this area. SEA-USDA has recently completed such a pilot supermarket nutrition education project with notable success. The project involved local Extension home economists from Washington, D.C., Virginia, and Maryland; along with Giant Food, Inc. and the United Fresh Fruit and Vegetable Association.

Approximately 100 volunteers were recruited and trained for nutrition demonstrations in selected stores and to provide information to shoppers. It's estimated that nearly 2,500 consumers were contacted directly during a 2-week period, with many more contacted through mass media. Results of the project and materials developed are being shared with states. We hope that this effort will encourage you to try something similar, and that our pilot project experience will save you time, energy and trouble when you do! —Jane Voichick, Assistant Deputy Director, Food and Nutrition

Notice to Our Readers:

Beginning with this issue—Spring 1979, *Extension Review* will be printed quarterly. Please submit manuscripts for consideration to: The Editor, SEA Information Staff, Room 3137-S, USDA, Washington, D.C. 20250, Telephone: (202) 447-6133.

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POINT-OF-PURCHASE— A PILOT PROGRAM

by
Elizabeth Fleming
Communications Program Leader
Family Education/Food & Nutrition
SEA-Extension

How many times has a consumer group suggested that you provide nutrition information—where it's needed most—at the supermarket?

It's such a simple idea—teaching people as they make vital food shopping decisions at the “point-of-purchase.” Anyone who's tried it knows that although the idea is simple, executing it is tough.

Supermarkets are busy places, with limited space and thousands of advertising messages beamed at shoppers. Experts will tell you if you're going to deliver a message to supermarket shoppers, one of the best ways is with a “live body” plus a demonstration and handout materials. This is an expensive business. Not many people can afford it.

Extension has some advantages when it comes to trying point-of-purchase education.



Traditionally, we've worked with volunteers—people who are enthusiastic about our programs. We have developed demonstration skills over the years with backup information from nearby county Extension offices.

Pilot program

With this in mind, SEA-USDA—and some very important allies: the Metropolitan Extension Council, Giant Food, Inc. and the United Fresh Fruit and Vegetable Association—began a pilot program. Our goal: to develop a tested technique for providing nutrition information in a supermarket that one could then share with state Extension counterparts to save them time, trouble, and expense with similar efforts.

The Metropolitan Extension Council (MEC)—made up of Extension home economists from the District of Columbia, Maryland, and Virginia—has been involved in a number of USDA pilot projects. Giant supermarkets are a community consumer-minded corporation. The United Fresh Fruit and Vegetable Association has much good information on fresh produce selection and care.

Beginning

The pilot supermarket nutrition education project began in March 1978 when the idea was presented to MEC members. A task force of Extension home economists began working with the author.



Marsha Scott, D.C. Extension, served as chairperson. Others on the task force: Marie Turner (Fairfax County, VA), Lynn Grizzard (Prince William County, VA), and Mary Dallavalle (Prince Georges County, MD).

Odonna Matthews, consumer representative for Giant and Sandy Strauss, consumer representative for United Fresh Fruit and Vegetable Association, joined the group. Many other MEC members pitched in to

help at later stages of the project. At every step, plans were cleared with SEA-Extension nutritionists Evelyn Spindler and Evelyn Johnson.

At monthly meetings the task force studied the problems involved in a pilot supermarket

nutrition education project and determined ways to solve these problems. They developed an exhibit using what every supermarket has plenty of—shopping carts. The exhibit was attractive and functional, yet took up a minimum of space. A new publication for the project encouraged consumers to include more



fruits and vegetables in their diet. Demonstration ideas were designed. A letter of agreement spelled out the responsibilities of each partner in the project.

About 90 volunteers recruited by MEC attended the all-day

training session for the project, held in January 1979 at the National 4-H Center.

Underway

The pilot supermarket nutrition education project began in late January and ran for 2 weeks in three Giant stores in the metropolitan area. Volunteers demonstrated fixing winter salad or stir-fry cooking, handing out copies of the new SEA publication: *Save Time and Money. . . Serve Nutritious Fruits and Vegetables*. They also distributed an evaluation card with return postage provided by Giant Food, Inc.

Teams of two volunteers worked time slots from 10-12 a.m. and 5-7 p.m., Monday through Friday.

Giant Food, Inc. supplied food for the demonstrations. Each volunteer received a \$5 gift certificate to purchase the fruits and vegetables needed for her demonstrations. No cooking or tasting was done in the stores. After the demonstrations were finished, the volunteer could take the produce home to her family. This was one of several volunteer "incentives" built into the plan.

Results

Evaluation card response was limited in numbers, but overwhelmingly enthusiastic. Shoppers commented: "Wonderful idea . . . If you have a mailing list, please add my name" . . . "Very helpful ideas—not expensive" . . . "It makes me want to serve more fruits and vegetables for my family" . . . "Appreciated having someone there to answer questions."

From these, Extension home economists on the supermarket project task force concluded that:

- It is possible (and effective) to provide information at point of purchase. About 2,500 direct consumer contacts were made with many more contacted through mass media.

- The simple-yet-practical exhibit designed for the project worked well. Minor changes are now being made in the design based on suggestions from the volunteers.

- The volunteer concept for a point-of-purchase project works—even in an urban area. Volunteers reported a high degree of satisfaction with their consumer contacts.

- A standard evaluation card doesn't work. Response is small because shoppers are busy,





don't feel it's vital to fill in and return cards. Next time out, the supermarket pilot project task force recommends the use of a "Do You Want More Information?" card with checkoffs to fill in for information wanted. Shoppers could complete these cards at the exhibits or mail them in. Then, followup could be done with perhaps a spot check by telephone.

Mass Media

A USDA news release on the project was sent to selected Washington, D.C., Virginia, and Maryland newspapers, along with a press kit. The *Washington Star* ran a good story, as did a number of Virginia and Maryland weeklies.

WRC-TV (an NBC affiliate)



covered the opening day. WMAL-AM radio gave the event good coverage. United Fresh Fruit and Vegetable Association also did a news release for member organization and growers.

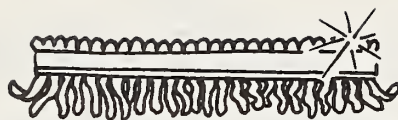
USDA taped a 3-minute segment for the "Better Way" TV show shown nationally by 80 stations. SEA-USDA taped a TV Research Report (1½ minutes) for distribution to 200 TV stations around the country. SEA-USDA also plans a 13½ minute Agriculture USA radio program on the project. A photo USDA news feature is also planned.

Sharing Materials

Samples of all the materials developed for this project have been assembled in kits and sent to all CES State Leaders of Home Economics (one kit per state). The kit includes a tip sheet that the task force developed with practical suggestions to help someone else conduct such a project. It also contains copies of training plans, demonstration outlines, etc.

The redesigned exhibit will soon be offered, on a cost-share basis, to states. Your State Leader of Home Economics will have more information on this.

If your state would like to try a similar project and would like to discuss the idea with members of the MEC task force, their names and telephone numbers are in the kit. □



SNAP—SENIORS SHARE SKILLS

An elderly gentleman sitting in a wheelchair calls instructions to a group of young teenagers planting and caring for his garden. He teaches them the skills that would otherwise die with him and his generation.

Girls in a 4-H club in the community take turns staying with a lonely lady. In return, she teaches them about the history of their hometown.

That sort of thing just doesn't happen anymore, many would say.

But it does.

Although funding ran out for SNAP (Senior's Nutrition Aide Program) this year, senior citizens' programs in five southern Utah counties will continue because the people care.

Concerns

SNAP began 4 years ago with an idea from Flora Bardwell, Utah State University Extension, and some money from a federal government grant.

Meals-on-wheels was not practical for the southern Utah area because the people are so scattered, Bardwell explained. "Besides, there are as many people who have hungry souls as there are that have hungry bodies," she said.

She persuaded five county Extension home economists to take on the project. The goal for the first year was to reach 3,000 senior citizens. That was half the estimated number of people over 55 in the SNAP area.



by
Lea Cottam
Family Life Writer, Extension
Utah State University

Besides helping the older citizens improve their nutrition, the 20 SNAP volunteers hoped to get the seniors involved with other people, Bardwell said.

"We told our volunteers to find the hard to reach and help them. That's what they've done," she explained.

Blood pressure clinics have become a monthly social for the oldsters, complete with music and a program put on by the seniors themselves.

Other senior citizens, with the help of volunteers, have arranged flower and craft shows, tours, neighborhood eating groups and established senior citizens' centers.

Classes on cooking for one or two have become popular, especially among the men.

Nutrition Needs

DeLoy Hendricks, associate professor of nutrition at USU, got together a team to evaluate nutrition using a computer. Seniors received a readout of the nutrition they were getting plus some suggestions on how to improve their diets.

One group got surplus eggs from the turkey plant and made noodles. Later they got together and reported on how they had used their share of the project in cooking for themselves.

Others obtained the fruit that fell to the ground in local orchards and made it into jellies for themselves and other senior citizens.

The Wildlife Resources Division donated a batch of confiscated fish for a special treat.

The oldsters also put together programs to take to nursing homes for their friends who are not as physically able as they are.

4-H'ers maintain community gardens to produce fresh vegetables for the senior citizens in their community.

And the list of projects goes on and on.

"One way or another, we reach about 4,000 people a month through SNAP," Bardwell said. The SNAP program has organized the community to take care of the senior citizens in their homes.

The money for SNAP may be gone, but the community concerns that made it work is stronger than ever. □



TOURISM SPARKS GRAND RIVERS SUCCESS

by
Mike Duff
Extension Development Specialist
and
Glenn Kreag
Area Specialist — Recreation
University of Kentucky

Grand Rivers is on the verge of a major redevelopment which could transform it into a river-port town, recalling an era out of its past.

Planning is currently underway to reconstruct the downtown buildings "steamboat style," reminiscent of the town architecture in the 1800's. Strategically located at the northern entrance to the Land Between the Lakes and bounded by both Kentucky Lake and Lake Barkley, Grand Rivers may become a major visitors attraction for Kentucky.

Reaching this point of redevelopment has not been an easy task for local residents, nor have they worked alone. Support has come from county officials, Kentucky's Western Waterland (KWW), and the University of Kentucky (UK) Extension Service. Extension has been working for more than 2 years to organize and develop leadership and to bring a greater awareness of Grand Rivers' potential for tourism development.

Problems

There were many obstacles to overcome. With the exception of Mayor John H. O'Bryan, in the beginning there was no other public leadership in the community. Much dissension existed in Grand Rapids. Many residents had been moved, some three

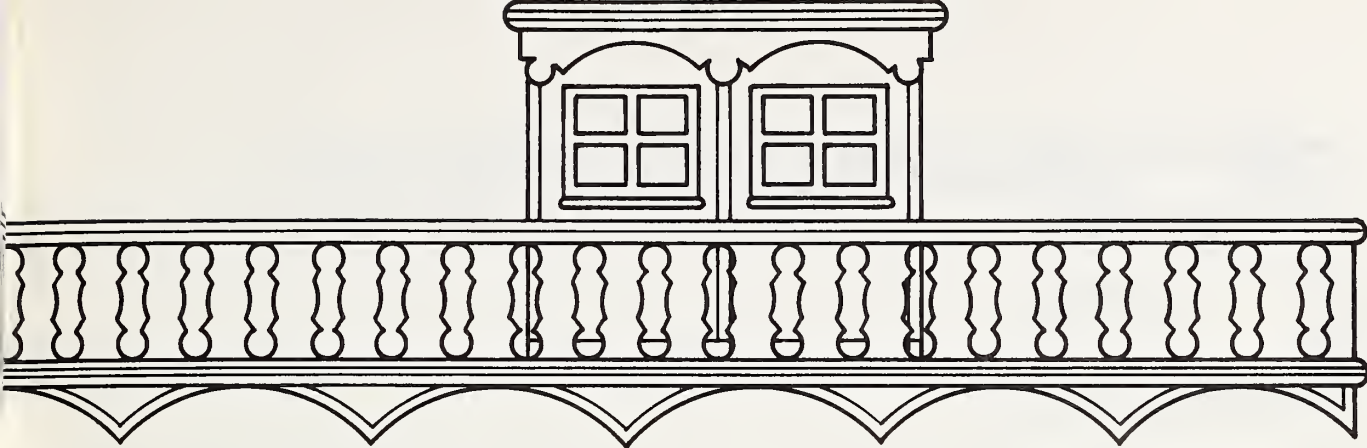
times, by the creation of the two lakes and the Land between the Lakes in 1968. A master for the Grand Rivers-Lake City area had been developed with no voice in the planning from local residents.

Although these problems seemed formidable, the potential benefits from tourism seemed far greater. The time was right for taking some action and without undue delay as contracts for construction of interstate highway through west Kentucky were awarded. An interchange will be placed about 4 miles north of Grand Rivers which, when completed, will make the community much more accessible to visitors.

Extension's role combined the efforts of Glenn Kreag, area recreation specialist, and Ed Jones, area development specialist, with support from the Livingston County Extension staff and Jack Baxter and Allan Worms, state recreation specialists. Their first task was to make contacts in the area. The opportunity came when it became necessary to make improvements to both the Grand Rivers and Lake City Districts. Jones offered assistance in working out a solution.

As he became familiar with the people involved in the water districts, Jones began to point out the tourism potential of the area and the need to plan water facilities to accommodate the





future growth of tourism. His suggestions became more than academic when a land developer asked about water supply for a 70-acre tract which he said he planned to use for a tourist attraction and motel complex.

It was at this point that Kreg and Jones became convinced that a concentrated effort should be made to urge people to think about tourism—the opportunities it could hold for the future or the problems it could bring, if the community didn't plan ahead.

Organizing

The first step involved identifying and meeting with those persons who were influential in the community. By the end of the summer of 1976, enough groundwork had been laid to call a meeting of identified leadership. All indicated an interest in forming a group when 10 people responded to an invitation from the Livingston County Extension office.

A common concern of all was the need for a local chamber of commerce. The Development Association compiled information about forming a local chamber, which was established shortly thereafter. During the spring of 1977, the chamber organized a cleanup campaign and made visitor information available at the Grand Rivers city hall.

Property maps showed that the Tennessee Valley Authority

(TVA), Corps of Engineers, and five corporations owned nearly all of the most suitable property for tourism development. This land was essentially undeveloped. A meeting, hosted by the Twin Lakes Bank, brought all property owners except one together for the first time.

Work-Study Tour

In the spring of 1977, Jones and Kreg approached KWW with a proposal for a work-study tour of other tourism areas. They developed a travel and meeting schedule for a 5-day trip. Thirty-four people toured Gatlinburg, TN; Myrtle Beach, SC; Lake Lanier Islands, GA; and Helen, GA.

Participants were particularly interested in Helen, a small mountain town which had transformed its business district into an alpine theme. As they learned how the transformation occurred, they began to feel that perhaps Grand Rivers could also adopt a theme of some kind.

The day after returning home discussions were underway with various business people and leaders in Grand Rivers. After another trip to Helen by 29 more community leaders a theme for Grand Rivers began to emerge: an old rivertown of the 1800's.

Redesigning

The city's engineering firm made

a preliminary drawing of the city hall, redesigning it into the appearance of a sidewheel steamboat. Two days later, the drawing was shown at the Chamber of Commerce meeting with enthusiastic response to the design. A vote to adopt a steamboat/rivertown theme was approved without dissent. Several businesses were to be redesigned in time for the next chamber meeting.

Before the next meeting, Bob Florence, partner in the engineering firm was briefed on the efforts. He offered to have the firm do the redesign work for the various buildings at reduced rates.

Two years ago, Grand Rivers would never have been organized to handle such a monumental effort. Leadership was not developed, there would have been no chamber of commerce organized, and a divided and quarreling community could not have united on any major issue.

Even though the theme idea is just a dream now, much has been accomplished. There now is new leadership developing. Many people in the community are becoming better acquainted and some have settled old differences. A new spirit of cooperation in developing, and there is a very good awareness of how tourism may become the "industry" that brings prosperity to Grand Rivers. □

Washington in Review

1979 Atwater Memorial Lecture Held

University of Wisconsin professor Hector F. DeLuca presented USDA's 11th W. O. Atwater Memorial Lecture April 2 in Dallas, Texas.

The Atwater lecture series recognizes scientists in nutrition and seeks to advance public understanding of this science. The series, sponsored by SEA, is named for Wilbur Olin Atwater (1844-1907), the department's first chief of nutrition investigations.

DeLuca's lecture, "The Vitamin D System in the Regulation of Calcium and Phosphorus Metabolism," was presented at the annual meeting of the American Institute of Nutrition. DeLuca discovered that vitamin D is transformed by the liver and kidneys into an active material. This paved the way for a new drug to treat renal osteodystrophy, a condition where kidney failure causes bones to weaken and deform.

E. L. Kendrick Appointed Regional SEA Administrator:

Edgar L. Kendrick has been named regional administrator for agricultural research in USDA's Science and Education Administration's (SEA) southern region. He will administer the SEA research programs in the 13 southern states, Puerto Rico, and the Virgin Islands.

The announcement was made in Washington, D.C. by Talcott W. Edminster, SEA's deputy director for agricultural research. Kendrick fills a vacancy caused by the retirement of Arthur W. Cooper, former regional administrator. Kendrick began his career with the USDA in 1953 as a research plant pathologist with the Corps Research Division in Pullman, Washington. In 1976 he became associate deputy administrator of the southern region.

4-H Appointments to White House Youth Committees

At the White House level, two committees dealing with youth have been formed and given high priority by both the President and Mrs. Carter. One of the committees has the basic purpose of making the many federal government youth service programs better known and more readily available on an integrated basis at the local level.

The other, chaired by Vice President Mondale, is specifically oriented to the employment needs and unemployment problem of youth. E. Dean Vaughan, assistant deputy director, SEA-Extension/4-H, has been appointed to participate on both committees.



Aquaculture Coordinator Named:

M. Rupert Cutler, assistant secretary of agriculture for conservation, research and education, has appointed Bille Hougart as aquaculture coordinator for USDA. Hougart, who has worked extensively in reorganizing federal activity in the aquatic foods area, also will serve as aquaculture program manager for SEA.

Hougart's primary responsibility will be to direct and oversee the development of an aquaculture plan for the Department and to coordinate efforts with other federal agencies, the Congress and the aquaculture industry. Within SEA, Hougart will coordinate current, new, and expanded programs in aquaculture.

Hougart leaves a year-long position in the Executive Office as strategist for the President's reorganization project in food and nutrition where he made recommendations for reorganizing federal activity connected with aquatic foods.

Former Lt. Governor Named Deputy Secretary of Agriculture

Former lieutenant governor of Florida J. H. "Jim" Williams has been confirmed by the Senate as Deputy Secretary of USDA. He thus becomes the number two official at the Department, behind Secretary Bergland.

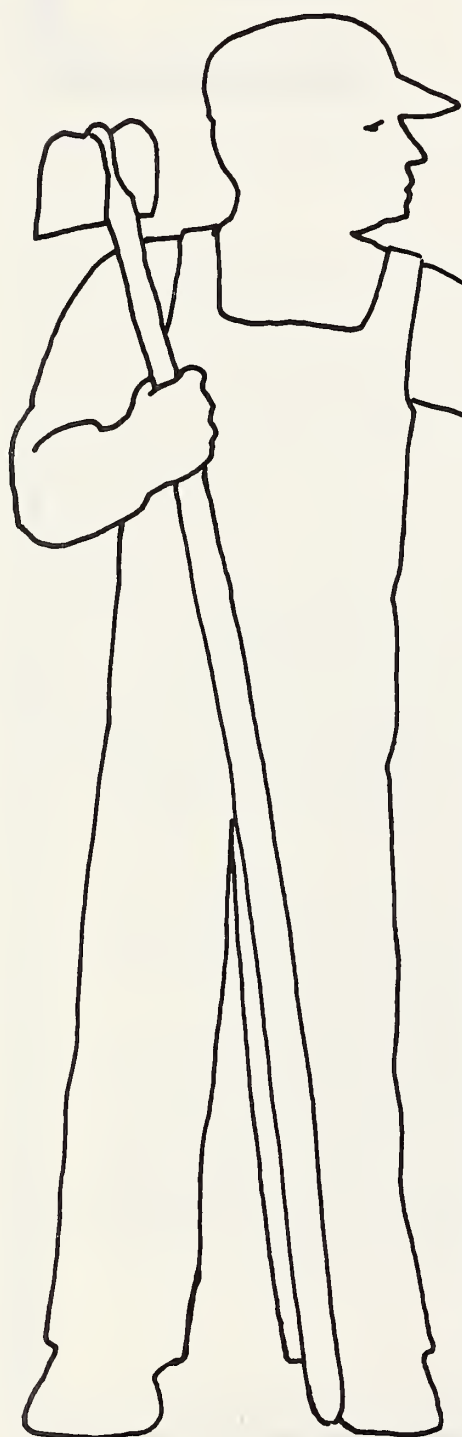
Williams, 52, was lieutenant governor for 4 years in Florida, leaving earlier this year with the change of administrations. Before that he was secretary of the department of administration, and a member of the state Senate.

A native of Florida, Williams owns a citrus grove in his hometown in Ocala and is a partner in other citrus and cattle operations. Williams graduated from the University of Florida in 1966.

Before entering the university, Williams operated the family cattle ranch, taught an agricultural onfarm training course, owned and operated a lumber firm, and was an official of a mining company.

FORECASTING FOR THE FARMER

by
Ray Coppock
Communications Specialist
Agricultural Information
University of California



Two local Extension offices in California are pioneering a new era in weather forecasting for the state's farmers.

With thousands of dollars often hanging on a single decision, farmers need highly specialized weather information which, except for fruit-frost warnings, usually isn't available. "Weather forecasts aimed at the general public or aviators often don't mean much to poultrymen or orchard growers," says Paul La Vine, University of California Cooperative Extension farm Advisor. Yet, as La Vine points out, the special information that farmers need is there every day in the weather forecaster's raw data.

For several years, La Vine in Stanislaus County and Farm Advisors Clem Meith and Jerry Smith in Butte County have worked with growers, with other local

farm officials and with specialists in the National Weather Service to provide crop-oriented weather advisories. The advisory areas include the northern San Joaquin Valley and the Sacramento Valley even after the danger of frost is past—in fact, right through until harvest. (An "advisory" is more than a forecast; it combines the weather outlook with suggestions for appropriate action.)

Computerized Era

Furthermore, in today's era of computers, there are spectacular new possibilities. Within a few years, a farmer almost anywhere in California—and elsewhere in the Nation, if the ideas of the National Weather Service (NWS)



and USDA are carried out—may have access to computerized local agricultural weather information. He or she will record the messages on a personal “micro-processor” and play them back on a television screen. “The technology is already available. We simply need to get together and put it to use,” says Ronald S. Hamilton, NWS Western Region Agricultural Services coordinator.

This future computerized service will make available what La Vine and other local farm officials already are providing for their areas—weekly reports to the weather forecaster on those crops and farm operations which are most susceptible to wind, temperature, humidity, and other impacts of weather. The meteorologist integrates these reports with the weather outlook. The results are advisories which

focus on upcoming weather conditions that will require farm managers to make decisions on cultural practices.

“For example, if it’s going to rain during harvest, almond growers need to know what’s going to happen after the storm,” Hamilton points out. “If it will be clear and windy, they can relax. But if it will stay humid, they’ve got to get ready to haul their crop to the dryer in a hurry.”

Specialized Needs

Other growers have comparable needs for specialized weather information. The amount of dew affects hay harvest. Wind speeds determine whether pest control sprays can be applied.

Poultrymen need advance warning of high temperatures so they can start cooling off their flocks. Integrated pest management, an important trend in California agriculture, often depends on advance knowledge of the weather.

This kind of information is needed all year. This is why some growers in California’s Central Valley organized several years ago, with Extension help, to get farm-oriented advisories after the fruit-frost season. “We already had a phone recording system so a grower could call in if he missed the frost warning broadcast,” La Vine says. “Then we got the idea of adding agricultural forecasts all summer.”

When it served only as a frost warning system, the phone-in service was supported mostly by grape and almond growers. “Then we asked all the local farmers if they wanted to subscribe to a season-long service,” La Vine reports. “There was a very good response from poultrymen, who sometimes take a lot of loss

from high temperatures in summer. Also, hay, fruit and vegetable growers in general were responsive.”

Today, the phone-in weather service covering Stanislaus and San Joaquin Counties has more than 600 subscribers who pay \$15 yearly. It’s a four-way program involving not only UC Cooperative Extension and the Weather Service, but the Stanislaus County Grape Improvement Association and the local Farm Bureau, which handles the money. “We’ve got 10 phone lines, and our 3-minute tape recording is updated at least twice a day,” La Vine says.

Radio Reports

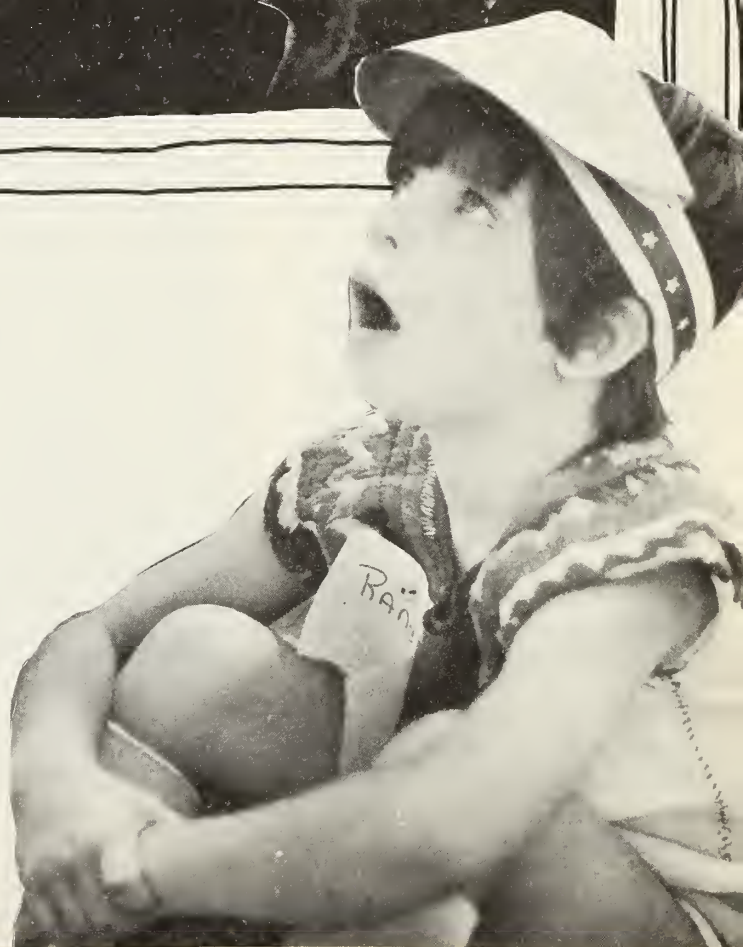
Farther north in the Central Valley, radio station KPAY at Chico broadcasts the farm weather outlook daily and also provides a phone-in tape recording for growers who miss the broadcast. “There is no charge, and the system works very well for our growers,” says Meith.

From the National Weather Service’s viewpoint, the existing local programs are “still experimental, but the potential is great,” Hamilton says. What’s needed to expand the service statewide, he adds, is (1) more volunteer farmers to report daily weather observations to the National Weather Service computer system, (2) a statewide program with Extension agents reporting weather-sensitive crop conditions to the meteorologists, and (3) organization of a computerized system which would permit growers to phone their local Extension office and have a computer there feed the latest weather outlook into their small micro-processors.

The same system also could make available information on such topics as irrigation scheduling, pest emergence, plan growth, market quotations and other emergency situations. □

NUTRITION CAN BE FUN!

by
Marion Krueger
and
Milan Rewerts
Extension Agents
Weld County, Colorado



Kids play "Red Rover", watch a puppet show and make ice cream. Are they learning what good nutrition is all about?

The fact that nutrition education can also be fun was the approach used in developing the Weld County, Colorado, Summer Nutrition Program.

Under the direction of the Weld County Extension Service, the 10 week-program began in mid-June 1978 with a coordinator and four instructors from Colorado State University.

Funding for five positions, food supplies and travel came from the Weld County Division of Human Resources, which administers the Summer Program for Economically Disadvantaged Youth, and the Summer Recreation Program from Community Services Administration. Older teens filled the five positions.

Lessons

After orientation in basic nutrition, the coordinator and instructors developed lesson outlines, prepared handout materials, and tested recipes. A typical session consisted of giving a 10-15 minute nutrition lesson, followed by class preparation of a related recipe. The children learned about calcium and Vitamin D in the milk group, made ice cream, and discussed how they liked its taste. To reinforce the nutrition concept being taught, they played games such as "Red Rover, Red Rover— Send the Milk Group Right Over."

The program reached more than 1,200 children throughout the county.

The nutrition program keyed on teaching the four basic food groups — meat, milk, bread, cereal, and fruit-vegetable. Lessons included foods from each group and, during preparation, the youngsters were asked to identify the nutritional value of each dish. Lessons were se-

lected on the basis of simplicity, economy (weekly food cost averaged \$24), safety, and appeal.

"The kids learned that nutrition is fun . . . that they can make nutritious snacks as cheaply as they can buy junk food snacks", said Anne Miller, program coordinator. "We used simple recipes that the kids liked," and "we found that if the kids made it themselves, they were more inclined to eat it."

"It was their responsibility to decide if they like it, and if they didn't, they did not have to eat it," she said, emphasizing that if children are forced to eat certain foods, it can "turn them off to good food habits."

The instructors made an effort to present innovative ways of preparing and serving the food — such as kabobs and bread-on-a-stick. To make the kabobs, the youngsters arranged luncheon meat, celery cubes, cherry toma-

toes, and cheese on popsicle sticks. Biscuit dough wrapped on wooden dowels and toasted over a grill provided the bread-on-a-stick.

Benefits

The children weren't the only ones who benefited from the program. The four instructors increased their nutrition knowledge and gained valuable teaching experience.

"They matured as leaders," Marion Krueger, Extension agent said. "Now they can handle groups by themselves; they have more experience than many university students in working with children. □



EYE CARE AWARE

by
Linda Kay Hussey
News Editor
Mississippi CES

Seymour! Seymour! I Care!

This is now a well-known expression among residents of the Greenville area in Mississippi. Seymour Safely, a character created by the American Optometric Association, is a friend to many Washington County preschoolers. And "I care" is actually portrayed on billboards as "4-H Eye Care means I care!"

Both symbols are part of the Washington County Eye Care pilot project funded by a \$2,250 grant from the American Optometric Association and coordinated by the Washington County Cooperative Extension Service staff.

"The program, is aimed at the

importance of early and regular eye examinations, plus involvement of pre-teen and young teenagers in eye-care awareness," said Barbara Crumby, Washington County 4-H youth agent and project coordinator.

Involvement

According to Crumby, the program includes early screening of pre-school children and involves volunteer work by 4-H members, aides in the Cooperative Extension Service Expanded Food and Nutrition Program (EFNEP) and members of the Optometric Association Auxiliary and Lions Clubs. Also assisting were Extension state staff members Susie Oberstreet, health education specialist, who provided necessary information and coordinated the training of volunteers, and Ann Jarratt, 4-H youth development specialist, who cooperated in the development of educational materials.

Of the approximate 140,000 children 3 to 4 years of age in Mississippi, only a small percentage have an eye examination before they enter school. An estimated 1 in 20 children entering school has an eye defect.

"Local interest from the very beginning was avid," said Crumby. Right after we received the grant, a local optometrist called to offer support as did several local homemaker club members. Members of the Optometric Auxiliary have also assisted. Brenda Greenway, a medical technician coordinated the screening program, conducting much of it herself."

4-H'ers in the area also became involved in I care! The Washington County Long Switch 4-H Club adopted the program as a club project and made Seymour Safely's costume. Then they provided Seymour's appearance at events by taking turns playing his part. Club members also assisted Crumby in a mall



puppet show with Seymour Safely appearing to talk with the youngsters about eye care.

During the day, five shows were presented with an audience of 25 to 30 each show. Almost 1,500 eye care pamphlets were also distributed during the puppet shows to adults and children.

Screening

"Are we going to get a shot?" was the common question as pre-school children in day care facilities prepared for screening. Program volunteers pictures of rabbits, girls, boys and picnic tables and had stories to tell in which a child could participate. Each child was anxious to point out these objects, because they had learned about them the previous week.

In the program's pre-school

screening, 700 children were tested, representing 95 percent of those enrolled in child care facilities in Washington County. Those who tested negative are currently being rescreened for the recommended eye care.

As part of the pilot program, two local doctors conducted a day-long workshop for school teachers. The ten teachers who attended returned to their school systems and shared the information they gained with other teachers. As a result of the workshop, 60 percent of the Washington County school children were made aware of the vital need for eye care and how to obtain it. Teachers are now more alert to the signals that indicate possible eye problems.

"Mrs. Crumby has done an outstanding job with the pilot program," said Travis Pierce of Amory, president of the Mississippi Optometric Association. "If the association can be of assistance to other counties that would like to develop a similar program, we will be pleased to work with county Extension agents. Programs like this will make youth more aware of vision and total health care."

Mississippi has definitely taken a step toward aiding children with visual problems. □



MASTER GARDENER

A SHANGRI-LA STORY

by
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and
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Volunteers often expand programs in exciting and unforeseen ways. Oregon State University Master Gardeners did just that when they helped students at a school for the mentally handicapped learn how to care for gardens and fruit trees.

The main purpose of the OSU Extension Master Gardener Pro-



gram is to provide urban areas with weekly clinics where the public can get answers to its gardening questions. But, eager Master Gardeners have found many other outlets for their knowledge and time.

Since 1977, three Master Gardeners have worked with students at Shangri-La, a private school for the mentally handicapped near Salem. There they have helped design a demonstration garden and fruit orchard.

New skills program

Volunteers have two goals at Shangri-La. First, they want to teach students there necessary skills for working in horticulture-related jobs so that they can eventually leave the school and lead independent lives.

Second, they are developing a

demonstration garden and orchard where the public can observe vegetable crops and fruit trees before trying to grow them at home.

In order to participate, the Shangri-La students had to fill out an application form and be interviewed—just as if they were applying for a job in the community.

Twenty-four students took part in the program the first year. They learned to identify garden vegetables, how to use and care for garden tools, how to plant a garden, and how to identify and control insect pests. Once a month they visit nearby gardens and nurseries to learn more about the horticultural industry.

The volunteers have already reaped some rewards from their work. Two students have just completed their second year of employment with local seed companies.

Demonstration garden

The demonstration garden offers a number of interesting choices. New hybrid seeds have been grown to compare with the traditional varieties grown in the Oregon Willamette Valley. There is an organically grown section to compare with a more conventional garden cultivated with the use of manufactured fertilizers and pesticides. Both drip irrigation and standard sprinkling systems are used. And

innovative planting methods, such as trellised cucumbers and watermelons, and the use of different types of mulches are demonstrated.

The orchard section has concentrated on planting apple trees. Eleven varieties of apples growing on four different fully dwarf and semi-dwarf rootstocks are grown. Half are trained on a wire, the others are pruned to develop a central leader system. The orchard allows people to visualize the rootstock and training methods they want in their own backyards. And in season, they can taste the different types of apples.

Grants for expansion

During its first year, a \$25,000 CETA grant enabled the program to hire two supervisors for the demonstration gardens and to pay the 24 handicapped students and part-time gardeners.

Since then, an additional government grant and donations of tools, seed, and orchard stock from local businesses have helped the project expand. The vegetable garden space is scheduled to cover 5 acres this year. And once the apple trees are firmly established, pear, cherry and peach trees will be planted.

Other plans call for setting up a produce stand in Salem to market the fruits and vegetables. The income from sales will help defray expenses, and the students will get experience in handling money, working with the public and managing a business.

The gardening program is one of many job training programs the Shangri-La School has established to help its students become independent. But for the OSU Extension Master Gardener Program, it is an unexpected success story that exemplifies the benefits of volunteerism. □





by
Kenneth Copeland
Information Specialist
Alabama Cooperative
Extension

The Dothan, Alabama, *Eagle* editor has said, "If farmers and agribusiness do with hogs only half of what has been planned for this 11-county area of southeast Alabama, it will be a long time before the celebrating ends."

He calls this a Madison Avenue approach to farm opportunity. That's the way the newspaper described an Alabama Cooperative Extension Service educational program called HAMM. The aim of the program is to increase hog production in

an 11-county area of Southeast Alabama commonly known as the Wiregrass.

"We are talking about HAMM as in 'Half a Million More' hogs. What an appropriate acronym. Madison Avenue says: "Always have a slogan if you want to start right and stay on the road."

"The idea behind this approach is pin-point programming," said Ray Cavender, associate director for programs. "We're going to approach many areas: agriculture, home economics, 4-H, and community development. In our goal setting process called IMPACT '80, launched in 1976, we identified problems and potentials. Rather than take the shot gun approach, we're rifling-in. This means using a pin-point program to solve these problems and use those opportunities where there are many similar resources available."

Evaluation

"Evaluation is built into the program design. This is something that Extension must increasingly introduce into its program development process.

Because of lack of staff time, we can't promote a statewide program of this magnitude. Pin-point programming lends itself to an opportunity or issue which is geographically contained."

"Half of the state's hogs are already grown by some 8,000 producers in these 11 counties," said Roy Ledbetter, assistant director for agriculture. "But still the area is a natural for using this concept because swine fit so well with the type of farming operations found here."

Hog production has been declining in recent years, and studies leading to the Extension Service's IMPACT '80 program revealed a great potential for more hogs in the 11-county area.

Extension swine specialist Jim-

my Danion said, "A properly managed 20-sow farrow-to-finish operation, for example, could add as much as \$6,000 to a farmer's annual income. And, adding Half a Million More hogs to the area would put some \$44 million in the farmers' pockets and another \$132 million in the area's economy."

"We don't have a lot of new information on raising hogs," Danion continued. "Most of these farmers already basically know how to produce them. HAMM is an awareness program — the vehicle to get things rolling — in an area where there are many small farmers and where there is a great potential for producing more hogs."

Tapping Resources

The question is, how do you get your "sleeping" resources, either undeveloped or underdeveloped, and supporters such as local leadership, agribusinesses and agencies together? All of these things make pinpoint programming, like HAMM, go. In some cases, support has to be cultivated. It already existed in the 11-county area.

"One danger of a program like this," Ledbetter pointed out, "is that following the 'blast-off' — the luncheon and the intense publicity — interest fades away.

"Elements must be built into the program to prevent this. We appointed an area swine specialist — Jerry Van Dyke — who is housed in the area and will work closely with agents and swine producers."

Swine producers organized into the Wiregrass Swine Development Committee. Producers con-

ducted a drive to raise money to build a boar test station at the Wiregrass Experiment Substation. A long-range goal is to build a swine demonstration facility on the substation.

An area feeder pig marketing association has also been organized, and a facility is being developed and financed by stock sales to producers who want to take this production and marketing approach.

Media Campaign

Ledbetter said, "A lot of people in the area — Chamber of Commerce leaders, agribusiness leaders and others — are helping with this program, including our specialist staff — animal scientists, farm management people. We are marketing a packet of material for agents to use in their mass media campaign.

An intensified mass-media campaign was launched to reach the public and, more specifically, farmers who might be interested in raising hogs or increasing their hog numbers. The HAMM acronym — with the drawing of a hog — was prominently displayed on all mass media layouts. Agents in 11 counties are stamping envelopes with HAMM. A special HAMM brochure was prepared.

A week was designated in many of the 11 counties as HAMM week. On Tuesday of that week, a big kickoff luncheon for the program was held. Four television stations, area dailies and several radio stations throughout the area highlighted the event on their newscasts that day. During HAMM week, several weekly newspapers throughout the area published special emphasis issues — some as long as four pages. Several magazines came out with articles on HAMM.

Why is there so much excitement about hogs in these 11

counties? Comments like these by producers were used in the mass media campaign.

Program Success

"Hogs have been good to me," said W. M. "Bill" Godwin, Jr., of Andalusia, "That's the reason I continue to raise them. Selling hogs every month and getting that monthly check really helps my cashflow," says Godwin, whose operation includes 90 sows, 250 acres of corn, 200 acres of peanuts and 150 acres of soybeans.

"Hogs go a long way in covering the debts of the entire operation. That's the reason I've had hogs ever since I started farming," explained Elton Wade of Headland.

Arnold Dorman of Luverne said, "As a rule, I've found that you can make money on hogs when everything else fails. With peanuts and corn, I get one paycheck in the fall. With hogs, I receive one practically every month."

"The weather doesn't play as big a part in hog production as it does with crops," said Jim Luster, a Luverne farmer.

At the HAMM kickoff meeting, one banker commented to his neighbor, "I know for a fact that hogs have enabled lots of farmers in this area to pay off notes on their farms."

This being the case, Extension's HAMM educational program will have additional positive payoff for people in the Wiregrass. □



people and programs in review

Weed Society Honors Extension Specialists

Harold Alley was one of five scientists named fellows of the Weed Science Society of America at the WSSA's annual meeting in San Francisco. Alley is professor and Extension weed scientists at the University of Wyoming. Gerald Miller, professor and Extension agronomist, University of Minnesota, was cited as the outstanding Extension worker by the Society.

"Teletip" a Success

North Carolina's dial access system, "Teletip," received its 100,000th telephone call recently. Less than a year old, "Teletip" offers readily available answers to homemaking questions about diets, stain removal, money concerns, energy and personal relationships. There are 786 different topics on the "Teletip" system. More than half of those topics relate to family living.

Poultry Seminar Held in Russia

A. W. Brant, Extension food technologist, University of California (Davis); John Scultz, head poultry Extension department, University of Georgia; Charles Beard, SEA-AR, USDA, Athens, Ga.; and Wood Jenkins, SEA-Extension poultry specialist were members of a U.S. team to present a poultry seminar for Russian counterparts in Moscow in March. The seminar was sponsored by the U.S. International Communications Agency in conjunction with its traveling exhibit, "Agriculture USA".

1979 National 4-H Conference Held

More than 300 4-H members, volunteer leaders, and Extension staffs from 44 states, District of Columbia, Puerto Rico, Virgin Islands, and Canada attended the National 4-H Conference, March 31-April 6 in Washington, D.C.

Major focus of the conference was on delegate discussions and recommendations coming out of 11 consulting groups on many 4-H programs.

Special note was made of the role of delegates as 4-H ambassadors in representing and reporting on 4-H to the public.

Jacqueline Grennan Wexler, president, Hunter College, New York, made the keynote address on "Youth and the Needs of the Nation." Conference delegates also met with top USDA officials and representatives from their congressional delegations.

EFNEP "Magic Hands" Available

Vermont reports that the nutrition mini lessons "Magi Hands" are now available to other states. These lessons, developed for EFNEP use with SEA-USDA funding, are featured on slides, filmstrips and videocassettes. In each case, gloved "Magic Hands" float on a black background presenting nutrition facts with food, symbols, and drawings. For more information, write to Karin Kristiansson for the brochure titled *Food with a Touch of Magic*. Her address: Associate editor-multimedia, The Extension Service, University of Vermont, Burlington, VT 05401.

Game Plan for Nutrition

"The Nutritionist Game Plan" slide set, recently produced by Cooperative Extension at VPI, is designed for athletes, coaches, and parents. Rebecca M. Mullis, nutrition specialist, says the slide set highlights the relationship of each of the nutrients to physical performance, the importance of water in training, the pre-game meal, and information on salt tablets and commercial preparations claimed to enhance performance. Cost of the set is \$25.00.